WASHINGTON, D. C., SUNDAY MORNING, NOVEMBER 12, 1916.

GOLDENBERG'S-BOTH SIDES OF SEVENTH STREET"



\$1.25 Steel Ash Cans,

15c Cans Talcum Powder, 9c

5c Cakes Sweetheart Soap 2 Cakes for 6C THIS COU PON and 6c for Two reg ular 5c cakes of Sweet heart Toilet Soap. (S)

Store Hours: Open 8:45 A.M., Close 5:30 P.M. "IT PAYS TO DEAL AT GOLDENBERG'S" BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE

"LUXEDO" HOSIERY, 121/2c PAIR The guaranteed hosiery for men and women. Wear "Luxedo" and be insured against inferior quality, so prevalent today because of increased cost of all hosiery

\$1 Stamped Nightgowns, THIS COUPON and

59c for Ready-made and Stamped Nightgowns; extra quality 96x100 count material; full-cut sizes, and neatly finished; various designs for

3c Spools **Machine Cotton** 3 Spools for 5c

COLDENBERG'S-"BOTH SIDES OF SEVENTH STREET"

25c Steel Frying Pans.

39c Steel

Hatchets,

# Women's and Misses' Winter Coats



After weeks of careful preparation and advantageous buying we present an assemblage of fashionable coats that for richness of materials and smartness of style has no equal in the city at the prices named. We have conquered market conditions, and in a season when good values are hard to obtain bring you unlimited assortments of the styles foremost in favor with women of fashion, at considerably less than prevailing figures for the same splendid

Materials embrace Wool Velours, Argentine Cloth, Cheviots, Corduroys, Salt's Ural Lamb, Velour Plaids, Zibelines, Camel's Hair, Wool Plush, Novelty Mixtures, etc.

Styles include big, roomy Flare Coats, Beaver Trimmmed Coats, Plush Border Coats, "Trench" Coats, "Submarine" Coats, Belted Coats, Tailored Coats, Sport Coats, Military Coats, Etc. Colors are Brown, Burgundy, Green, Navy, Black and various color combinations. All sizes for misses and

# SALT'S PLUSH COATS §

Handsome Fur-Trimmed and Self-Trimmed Styles, Equal to Other Stores' \$24.50 and \$27.50 Values, at Coats that are foremost in the esteem of the woman of fashion this season-possessing all the richness and style of

the higher-priced models from which they were reproduced.

Newest models for fall and winter, in Flare Coats, Tailored Coats, Belted Coats and the fashionable large collar styles. Some are fur-trimmed and others are self-trimmed—every coat is designed with cleverness and chic. All sizes



High-class Untrimmed and Ready-to-Wear HATS At the Biggest Savings on Record

A Wonderful Purchase of Thousands of

This, the season's most important millinery event, is brought about by the purchase of the surplus stocks of two of New York's largest manufacturers. Thousands of hats are represented, all of the newest and most desirable styles, and shown for the first time tomorrow. That's one of the big attractions of the sale.

A wonderfully varied assortment of styles, including practically every smart shape and material worn this season. Savings so unusual that every woman can buy a new shape or two at one-half and one-third the usual cost of such fine qualities.

Fine quality Black Shirred Velvet Values up to \$3.50. Hats, with soft edges, for women, misses and children.

Mushroom Hats of Black Lyons velvets, bound with grosgrain ribbons. Beautiful Continentals of extra good quality Black Velvet, for young women and matroniy women.

Large Dress Shapes of good quality Black Velvet, in a pleasing variety of becoming styles.

Choice at

Hats Trimmed Free of Charge if Materials Are Purchased Here

Handsome High Luster Satin Beavers, large and small shapes, including Sailors, Mushrooms and Continentals.

Beautiful Trimmed Sailors, of silk beaver and velvet; large and medium sizes. trimmed with wide band and bow of gros-Beautiful Untrimmed Velvet Hats, in black, brown, navy and dark green; large

Sport Hats, of French felt, in smart,

exclusive styles; high colors, including

### **Coupon Sales**

THIS COUPON and 25c for Gold-edge linen quality: en-velopes to match. (S)

Ward Stationery, Lb., 19c

THIS COUPON and 19c for one-bound packages of Ward's Writing Paper; heavy linen stock; pure white, smooth finish; about 100 hists; about 100 sheets to each pound

\$1.75 Longcloth, \$1.39 THIS COUPON and \$1.39 for yard-wide No. 225 Imperial English Longcloth; grade: 12-yd. pieces

25c Antiseptic Powder, 12c boxes of Prescott's Antiseptic Powder.

Men's \$1 Union Suits. 69c THIS COUFON and 69c for Men's Union Suits; heavy-weight ribbed cotton; plain gray; subject to slight imperfections. (S)

Men's 15c and 19c Half Hose, 4 Pairs, 37c

Men's 50c Underwear, 38c

and drawers match. 121/2c Huck Towels. 8c

59c Stamped Combinations, 39c

50c Kodak Albums, 39c THIS COUPON and 39c for Loose Leaf Kodak Albums.

> 4 lenves Children's

Drawers, 10c trimmed with sizes 2 to 12 years. (S)

Infants' Blankets, 55c

THIS COUPON and
55c for Infants'
Blankets; soft fleece
materials; pink or
blue patterns.
(Third Floor—Juvenile Section.) (S)

Warm, Cozy, Comfortable Describes These Beacon Blanket Robes \$2.98

Large Selection of Styles at.......

Just the garment to slip on mornings and nights— nothing so comfortable or desirable for cold weather. Gen-uine Beacon Blanket Robes, in beautiful new light and dark colorings, in floral and conventional patterns, with and with-out collars and attractively trimmed with satin. 59c Flannelette 49c

\$2.50 Crepe Kimonos.... \$1.98 Handsome new styles in Crepe Kimonos, with large collars; Empire, loose-fitting and Japanese styles, with wide satin trimmings; also extra sizes. Large selection of styles.

(Third Floor.

Petticoats ..... Women's Flannelette Petticoats of soft, fleecy quality, in a new assortment of stripes, flounce with hemstitched hem. All lengths.

\$1.25 Handsome Colored

36 Inches Wide, at \$1.09

This highly favored silk at a lessened price for Monday-another illustra-

tion of our greater value-giving. 36 inches wide, extra heavy, rich, satin-face

grade, just now the vogue for smart dresses and waists. In all the sought-

after street and evening shades, including White, Cream, Light Blue, Pink,

Coral, Gold, Mais, Lavender, Nile, Old Rose, Ashes of Rose, Reseda, Myrtle,

African Brown, Golden Brown, Alice, Copenhagen, King's Blue, Garnet Navy

30-inch Colored Chillon Faheta Sik, all Sik, Soft dissue hillsh, extra heavy grade, in a complete assortment of street and evening shades, including the following sought-after shades: Navy, midnight blue, king's blue, Belgian blue, myrtle, Russian green, reseda. African brown, gold n brown, gray, old rose, garnet, nile, coral, pink, lavender, light blue and black. Worth \$1.50 yard.... \$1.05

36-inch Colored Chiffon Taffeta S'lk, all silk, soft tissue finish, extra

Another Lot of Popular

"Hydegrade" Petticoats \$1.98

Made of "Hydegrade" material, with fine taffeta silk flounce, in navy, emerald blue, hunter's green, king's blue and black. Fitted with elastic waistbands; all lengths. See these exceptional values tomorrow at \$1.98.

Extra Size Sateen Petticonts, of beautiful fustrous quality, in black and assorted colors. Made with tucked 98c flaring flounce and elastic waistband. Regular \$1.25 (Third Floor-Petticont Section.)

A Purchase Extraordinary of 40 Pieces

# and \$3.50 Heavy-Weight Coatings

54 to 60 Inches Wide. New Hand- \$1.89 some Styles, Colorings and Effects

Another stirring event that will prove a magnet for attracting value-wise women to our dress goods department tomorrow. Newest and nobbiest effects and combinations in Heavy-weight Coatings, including all the scarce and hard-to-get novelty effects, are shown in unlimited variety-so that every woman can find just what she wants for making a winter coat. The beautiful styles embrace camel's hair, velour, rough, shaggy and smooth finish effects. Colors range from the wanted plain shades to the rich and lovely two and three tone combinations These materials are 54 to 60 inches wide—another economy feature.

81x90 Welded

Regular 69c 55c

Despite the sharp advances in cottons we got these ex-

bed size; in heavy raised Marseilles patterns. Worth \$1.50 each......

12½ Bleached Cotton

Full One Yard Wide ...... 73/4C

A fine close-woven quality, free from starch or dressing; full 36 inches wide.

cellent grade Bleached Sheets to sell under market value.

They are double-bed size, 81x90 Bleached Sheets, made of

first quality linen-finish sheeting cotton, with welded seam

Value at ...

in the center. Finished with 3-inch hem.

90x90 Seamless Bleached Sheets.

a sucrior grade sheeting, qual to the celebrated Utica or Pequot brands Extra large size. Worth \$1.25

Crochet Bed Spreads, double

size, with seer-sucker stripes. \$1.69 Worth \$2.50 each...

45x36 Blenched Pillowenses,

50-inch All-wool Storm Serge, double twill quality, for women's suits and \$1.25 ered and all wanted shades. Worth \$1.25 yard......

52-inch Chiffon Velour Broadcloth, and extra rich satinface grade, with twill back; sponged and shrunk. One of the most popular woolen fabrics for suits, dresses, skirts, etc. In such favored shades as Burgundy, Midnight Blue, African Brown, Navy Blue, Belgian Blue, Copenhagen Blue, Plum, Wistaria, \$1.98 Black, etc., etc. Worth \$3.00 yard.....

Satin Messalines Bleached Sheets

44-inch All-wool Chiffon Taffeta Panama, correct weight and finish for the stylish one-piece dresses and skirts. Worth \$1.39 yard.. \$1.09

44-inch All-wool Empress Suiting, desired weight and texture for tailored wear. In Burgundy, African Brown, Navy Blue, Russian Green, Black, etc. Worth \$1.25 yard.....

50-inch New Fall Plaid Suitings, in a large \$1.49 \$2.00 yard.....

#### 800 Prs. Women's \$3.00 and \$3.50 Specially P Priced at P4.

Everything that enters into the making of footwear is on the rise, and when it is possible to purchase shoes of so serviceable a quality as these for less than established price

prompt response to this announcement.

They are button, lace and blucher models, of patent colt, gun metal and kid leathers, with cloth or leather tops. Not fancy novelty footwear, but good staple styles that will give splendid wear and satisfaction. Sizes 2½ to 7 in the lot. Tomorrow at \$2.39 a pair instead of \$3.00 and \$3.50. (Shoe Dept .- First Floor.)

### \$3 Costume Velveteens Full One Yard Wide. Black and Colors, at 1.98

Orders placed before prices reached the sky permit us

the spaced before prices reached the sky perimit to offer the scarce and fashionable Costume Velveteens at a third less than today's valuation.

Perfect quality and finish, rich, deep pile lustrous kind, made of the old-fashioned German dyes that we can guarantee for satisfactory service. Colors are navy, Russian green, golden brown, taupe, Copenhagen, African brown, purple and black. Full 36 inches wide.

Dept.,

\$30.00 Seamless Axminster Rugs

They are SEAMLESS Axminster Rugs-made in one piece-close woven, soft

pile fabric, in a fine assortment of handsome color combinations, showing oriental, medallion, conventional and floral patterns. The majority are in the wanted 9x12-ft, size,

and a few are in special sizes for odd-shaped rooms, such as 9x10 ft, and 9x10 ft. 8

9x12=ft., 9x10=ft. and \$9x10=ft. 8 in. Room \$1.45

Standard Rugs, in scores of rich, artistic de-

signs and colorings, at a price remarkably low,

and means real, bona fide savings of many dol-

lars to those who purchase floor coverings to-

Size Floor Coverings

in an Important Sale

Tomorrow, at .....

### **Coupon Sales**

Values up to \$5.00.

Choice at

Corset Covers, 12c THIS COUPON and 12c for Corset Cov-ers, of muslin, with neat lace trimming; all sizes. (S)

\$2.50 Table Covers, \$1.45 THIS COUPON and \$1.45 for Tapestry Table Covers, heavy weight; 8-quarter size; two-tone and mixed brown, green and red colors; plain

or fringed styles. (S)

\$2 Lambrequins, \$1.29 THIS COUPON and \$1.29 for Slik and Velour Lambrequins, plain green and floral border designs. Full length; finished with fringed sides and ends. (S)

59c Crib Plankets, 39c THIS COUPON and be for Crib Blank-

\$4 Axminster Rugs, \$2.69

THIS COUPON and \$2.69 for Axminster Rugs, size 36x63 inches; in floral, oriental and small figured designs; light or dark colorings. (S) \$1.00 Bed

Plows. 67c

\$2.00 Couch Covers. \$1.19

signs, in best col

\$1.00 Table Napkins, 75c

eal linen finish. Limit, one dozen to buyer.) (S)

Beys' \$1.00

Hate, 49c

THIS COUPON and 49c for Boys' Hats, of fancy tweeds, in crusher, fedora and telescope shapes; sizes 6% to 7 head measure. (S)

Boys' 39c and

50c Blouses, 29c

THIS COUPON and 29c for Boys' Blous-es, of colored striped cheviots, stringless and collar attached style; sizes 6 to 15 years. (Limit, two

36-inch Black Double-face
Peau de Sole, all silk, extra
fine grade for making handsome coats and
street costumes. \$1.49

Worth \$2 yard.

36-inch Faille Silk Popline, extra heavy, rich lustrous quality, in a large assorfment of street
and evening shades,
including black. \$1 69c

# Table Damask 35c yd.

A purchase of 3,000 yards of Mercerized Satin Table Damask, in mill lengths from 1½ yards to 5 yards—just the proper lengths for tablecloths. Excellent grade yard mercerized cloth, which will not lose its handsome luster after washing. Choice of several desirable patterns

# "P. N." Corsets

Regular \$1 Models... 69c

A special lot of "P. N." Corsets, of coutil; medium and low bust models, with cork protector on front clasp; heavily boned and with extra hooks. Equipped with heavy hose supporters. Sizes 19 to 29. New lot of Brassleres, hook front 

= GOLDENBERG'S-

Heavy Fleeced Outing Flannels Regular 12½c Grade at 934C 2,000 yards of 27-inch Outing Flannels, the material needed now

Duchesse, all silk, rich satin

face grade; extra heavy quality, Regular \$1.25 value...

#### for making women's and children's warm winter garments. Large variety of neat stripes and checks, in colors of pink, gray, tan and blue. Heavy-weight soft ffeece quality. Special at 93/4c yard. 39-inch Bleached Canton Flan-nel, extra heavy, close-nap quality, with twill back, Worth 20c yard. 27-inch Bleached Shaker Flannel, heavy fleeced quality. Worth 10c yard ....... 73/4C

A Timely Sale of Necessities for The Sewing Basket Full Count, Perfect Quality Notions That Home Dressmakers

Hair Pin Cabinets, containing good assortment wire hair 3c good assortment wire hair 3c pins.

Silk Blanket Binding, white, blue, pink; 2-inch width. 7c Yard.

White Cotton Tape, supeScreenity 24-yd rolls... Blas Seam Tape, white lawn or cambric; regularly 10c 5c and 12c; 12-yard piece..... 5c

Jet Head Hat Pins; regu- 3c larly 1c each; 6 for......

"BOTH SIDES OF SEVENTH STREET"

Should Buy Tomorrow at These Little Prices: Collar Buttons, one-piece combination bone; dozen on 2c Sanitary Absorbent Napkins, regular 5c kind; 12 in car- 29c Women's Sanitary Belts, all elastic webbing; correctly made; 15c-19c kinds...... 12c Real Hair Nets, all shades; full shaped; close mesh nets; 9c

### Warm Knit Underwear For Women and Children

Women's Cotton Union Sults; light, medium and heavy weights; all shapes and all sizes. Special values at \$1.00 and \$1.25

Suits; Dutch neck and elbow sleeves; bleached only; 49c sizes 5 and 6. Regular 75c Women's Merino Union Sults; high, low and Dutch necks; long, elbow and sleeveless; ankle pants; medium and heavy weights; all

Women's Fleeced Cotton Union

\$1.50 and \$2.00 Children's Cotton Unitee Suits; medium weight; high neck and long sleeves; ankle pants; odd sizes. Regular, 50c 35C values Children's Merino Underwear; shirts with high neck and long sleeves; ankle pants; sizes 4 to 16 years. Special values at

50c and 69c GOLDENBERG'S-BOTH SIDES OF SEVENTH STREET"

## Purchase of Sample Neckwear

\$22.50 Seamless
Brussels Rúgs

9x12-ft. Hard-finished Wool-face Brussels Rugs; not the cheap advertised kind, but our regular stock of floral, medallion and small figured designs, in colorings to suit any room decoration, including the desired blues.

Choice of Values Made 16c

Here's wonderful news of a lot of Women's Sample Neckwear which has just reached us in time for Monday's sale. You never saw such beautiful styles at such a little price, and every visitor tomorrow will be so delighted she will want to buy enough of this neckwear to last all season.

Fresh, dainty, attractive creations, including
—Collar and Cuff Sets, of hemstitched organdie and embroidered swiss, in roll and pleated-back effects; Pleated-back Collars, of embroidered swiss; Cape Collars, in embroidered, hemstitched and lace-trimmed styles; Vestees, of embroidered swiss, pleated-back and flat effects; Chiffon Collars, Net Collars, Flat Collars, Boudoir Caps and many other becoming styles for autumn wear.

(First Floor—Bargain Table.)

## \$4 and \$5 Lace Curtains Tomorrow at \$2.65 Pair

Several hundred pairs of Lace Curtains secured way below to day's wholesale prices and passed along to you at the same advantage. Not a pair in the sale is worth less than \$4.00, and there are just as many of the \$5.00 qualities in the lot. They are Cable Nets, Scotch and Nottingham Lace Curtains, 2½, 3 and 3½ yards long, 40 to 52 in. wide, in white, ivory and Arabian shades. Patterns are in plain, heavy worked and novelty effects—excellent copies of the finest real laces. SILES OF SEVENTH STREET"

### 25c and 50c Cretonnes At 19c a Yard

\$35 and \$40 Wilton Yelvet & Axminster Rugs \$28.75

ster Rugs, deep, close pile fabric, in hand-

some colorings, such as blue, brown, rose,

A special purchase of 150 pieces of new, charming drapery mate-rials that respond to present-day needs for curtains, draperies, scarfs, cushion and furniture covers scarfs, cushlon and furniture covers.

Well known fabrics, including Puritan, Colonial and Harmony brands, in a large assortment of styles. Light and dark colored 4-founds, with floral, Persian, verdi, coverprints, jasper stripes and cother effects, including the black stripes and plaids intermingled with colors.

Full pieces of perfect quality materials—not remnants; or seconds. (Fourth Floor.)

#### Women's Hose Supporters Regular 25c & 39c Kinds Tomorrow

16c They're "factory samples" and odd lots cleaned up at a price most favorable to us and you. The most desirable styles, in Pads, Sew-on and Pin-on Hose Supporters; made of fine quality elastics. Plain and frill effects; in white and colors. Choice at 16c pair. (Notion Dept., First Floor.)

to a buyer.)
Boys' \$5.00 Suits, \$3.59 THIS COUPON and \$3.59 for Boys' Nor-folk Suits, of fancy cassimere; choice of one or two pants models; all dark pat-terns and winter weight; sizes 7 to 17 years. (S)

10c Envelopes, 5c